

## Photographic Group: Webmaster Report to 2019 AGM

This report covers my fourth year as Webmaster (and Social Media). The Club hosting format is now well established and quite straightforward to maintain.

I receive very little feedback which causes me to assume that all is OK with the design and content of the website. There are "feedback" buttons throughout the site.

The online Meet booking form is now well used and having facility to book multiple events on a single form appears to be well received.

I have uploaded DPIs from the 2018 Exhibition which due to security file restrictions are in PDF format and split into four separate files.

I do attempt to implement regular updates bearing in mind that the Webmaster is one of three roles which I undertake for the Group.

The forms set up to recommend a Meet site and volunteer to give a talk or workshop are at present little used but I have no immediate intention to withdraw them.

There is some scope to set up a member only, password protected area, possibly including "for sale" and "wanted" items and I would welcome members views regarding this.

Facebook closed group continues to grow with 77 members at time of writing this report. There are regular applicants who whilst quoting a Club membership number are not Photographic Group members. Equally there are those applicants who fail to answer the required security questions, some of whom may be valid Photographic Group members. Applications from both latter categories are necessarily declined. Between members there is a predominance of sharing images and occasional information requests.

Our arrangements for sending out all Photographic Group member emails by means of Mailchimp are confirmed by Club HQ as GDPR compliant. This continues to be our most efficient and timely means of member communication accepting that it excludes around fifty members without email addresses and the associated reports indicate that at best up to 50% of successful deliveries are opened and presumably read.

John Smith has taken on the role of Web Co-ordinator and I am grateful of the assistance. We are yet to discuss and agree respective responsibility.

The Club is actively seeking further engagement with members via social media and I encourage all members to join our closed Facebook group which provides a reliable and rapid method of sharing information and updates. As a closed group only Photographic Group members may post items and confirming valid and current membership is a prerequisite of being allowed access. There is frequent bad press regarding Facebook but used sensibly and in a controlled way it can be a real asset.

A further smartphone/tablet app that members may find useful is "Out and About" which provides details of all Section and DA Meets.

*John Hartill*

Webmaster

20 February 2019